ORDER

Orders Order / Rev: Alt Order #: 06848655 Product Desc: BERKLEY FOR SENATE Estimate: Flight Dates: 09/04/12 - 09/10/12 Prlmary AE: Amy McCreary Original Date / Rev: 08/30/12 / 09/06/12 Sales Office: BLPHI Sales Region: Order Type: **GENERAL** National Agency Name: Shorr Johnson Magnus **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1831 Chestnut St. Billing Cycle: EOM/EOC Philadelphia, PA 19103 Agency Commission: 15% Berkley Shelley for Senate Advertiser Name: A35+ Demographic: New Business Thru:

Bill Plan

Biii i idii				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	70	\$35,900.00	\$30,515.00

PLC01

Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	\$35,900.00	\$30,515.00	0.00
Totals	70	\$35 000 00	\$30,515,00	0.00

00:05:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	40%	\$35,900.00
Market	100%	\$89,750,00

Product Codes:

Revenue Codes:

Priority:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$22,437.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$17,950.00
KTUD	0%	\$0,00
KVVU	13%	\$11,667.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,795.00

_ <u>L</u>	n Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
Е	1 KSNV	09/04/12	09/07/12	Wake Up Early w/	•	430a-5a	-TWT'	:30	4	\$200.001	0.00 NM	4	\$800.00
				Wake Up Early W	agners								
	WAKEL	JΡ											
	<u>Star</u>	t Date	End Date	Weekdays 1	Spots/Week	<u>Rate</u>	Rating						
	Week: 09/0	03/12 (09/09/12	-TWT	4	\$200.00	0.00						

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KSNV

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Order PRev:

106121

Advertiser:

Berkley, Shelley for Senate

.. Alt Order #: Flight Dates: 06848655

09/04/12 - 09/10/12

848655

Product Desc:

BERKLEY FOR SENATE

Estimate:

30S

Ln Ch	Start	End	Inventory Code		Start/End 7		Len Spo			Rtg Type		Amount
		2 09/07/12	Wake Up Early w Wake Up Early V		430a-5a	-TWT	:30	4	\$200.001	0.00 NM	4	\$800.00
WAKE U	IP t Date	End Date	<u>Weekdays</u>	SpoteAMook	Pata	Dating						
Week: 09/0	***************************************	09/09/12	<u>vveekuays</u> ⊶TWT	Spots/Week 4	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
E 2 KSNV WAKE U		2 09/10/12	Wake Up Early w Wake Up Early V		430a-5a	M	:30	1	\$50.003	0.00 NM	1	\$50.00
<u>Start</u> Week: 09/1	t <u>Date</u> 0/12	End Date 09/16/12	Weekdays M	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
		2 09/07/12	M-F 5-6a WakeU M-F 5-6a WakeU	_	5-6a	-TWTF	:30	8	\$600.001	0.00 NM	8	\$4,800.00
WAKE U <u>Start</u> Week: 09/0	t Date	End Date 09/09/12	Weekdays -TWTF	Spots/Week 8	<u>Rate</u> \$600,00	Rating 0.00						
E 4 KSNV	09/10/1		M-F 5-6a WakeU M-F 5-6a WakeU	p w/Wa@M	5-6a	M	:30	1	\$125.003	0.00 NM	1	\$125.00
WAKE U <u>Start</u> Week: 09/1	<u>Date</u>	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$125.00	Rating 0.00						
*			M-F 6-7a WakeU M-F 6-7a WakeU	-	6-7a	M	:30	2	\$250.003	0.00 NM	2	\$500.00
WAKE U <u>Start</u> Week: 09/1	<u>Date</u>	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00						
E 6 KSNV			Today Show Today Show	CM	658a-9am	-TWTF	:30	4	\$1,500.001	0.00 NM	4	\$6,000.00
TODAY S <u>Start</u> Week: 09/0	<u>Date</u>	End Date 09/09/12	Weekdays -TWTF-~	Spots/Week 4	<u>Rate</u> \$1,500.00	Rating 0.00						
E 7 KSNV		2 09/10/12	Today Show Today Show	СМ	658a-9am	M	:30	2	\$350.003	0.00 NM	2	\$700.00
TODAY S <u>Start</u> Week: 09/1	<u>Date</u>	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00				·		
			M-F Today Show M-F Today Show		9-10a	M	:30	1	\$125,003	0.00 NM	1	\$200.00
Week: 09/10	Date	End Date 09/16/12	Weekdays M es cription	Spots/Week 1 Start	<u>Rate</u> \$125.00 /End Time	Rating 0.00	eekdays	Ler	ngth Rate	Rtg Type		
1 KSNV C		2-09/16/12 M	-F Today Show II				<u>-</u>		:30 (\$ 125.00)			
2 KSNV 0	9/10/12	1-09/10/12 M 19/10	E] NOT AVAILABL -F Today Show II 3		a	M-			:30 \$200.00	0.00 NM		
E 10 KSNV			Noon News Noon News	СМ	12-1230pm	M	:30	1	\$175.003	0.00 NM	1	\$175.00
NEWS <u>Start</u> Week: 09/10	Date	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u>	Rating						
E 11 KSNV				CM	\$175.00 12-1230pm	0.00 -TWTF	:30	4	\$425.001	0.00 NM	4	\$1,700.00
	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/03 E 12 KSNV		09/09/12 2 09/07/12	-TWTF~~ The Agenda 1230	•	\$425.00 1230-1p	0.00 TWTF	:30	4	\$325.001	0.00 NM	4	\$1,300.00
NEWS Start	Date	End Data	The Agenda 1230		Data	Datie -						
Statt	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				I		

Print Date: 09/07/12 06:40:06 Page 3 of 5 Advertiser:

Order //Rev: 106121

Flight Dates:

. Alt Order #: 06848655

09/04/12 - 09/10/12

Product Desc;

Berkley, Shelley for Senate

Estimate:

BERKLEY FOR SENATE

KSNV

30S

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 12 KSNV	09/04/1	2 09/07/12	•	•	1230-1p	-TWTF	:30	4	\$325.001	0.00 NM	4	\$1,300.00
NEWS			The Agenda 123	0pm								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	03/12	09/09/12	-TWTF	4	\$325.00	0.00						
E 13 KSNV	09/10/1	2 09/10/12	•	•	1230-1p	M	:30	1	\$100.003	0.00 NM	1	\$100.00
NEWS			The Agenda 123	0pm								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	M	1	\$100.00	0.00						
E 14 KSNV	09/04/1	2 09/07/12		CM	3-4p	-TWTF	:30	4	\$450.001	0.00 NM	4	\$1,800.00
DR. PH	IL		Dr Phil									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/09/12	-TWTF	4	V .00.00	0.00						
E 15 KSNV	09/10/1	2 09/10/12	Dr. Phil Dr Phil	CM	3-4p	M	:30	1	\$225.003	0.00 NM	1	\$225.00
DR, PH	IL		DIFIN									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/		09/16/12	M	1	\$225.00	0.00						
E 16 KSNV	09/10/1	2 09/10/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:30 PM-5:0	M	:30	1	\$300.003	0.00 NM	1	\$300.00
NEWS			4510114040 (11)	our)	(4.50 F W-5,0	O FIVI)						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/		09/16/12	M	1	\$300.00	0.00						
E 17 KSNV	09/04/1	2 09/07/12	NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:30 PM-5:0	-T-TF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
NEWS			41 101 101 100 (1 11	oui,	(4,50 1 181-5.0	10 1 191)						
	<u>rt Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/0		09/09/12	-T-TF	. 3	\$700.00	0.00					_	
E 18 KSNV	09/10/1	2 09/10/12	M-F Early News M-F Early News	СМ	5-630p	M	:30	2	\$375.003	0.00 NM	2	\$750.00
NEWS			in i many rions									
· · · · · · · · · · · · · · · · · · ·	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	M M-F Early News	2	\$375.00	0.00	.20		M4 000 004	0.00 104	•	40.000.00
L 19 KONV	09/04/1	2 03/07/12	M-F Early News	CM	5-630p (5:00 PM-5:3	-T-TF (0 PM)	:30	3	\$1,200.001	0.00 NM	3	\$3,600.00
NEWS			•		(====================================	, ,						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/0		09/09/12	-T-TF News 3 Live in Pi		\$1,200.00 7-10pm	0.00	.20		#ean an a	0.00 NM	4	#C00.00
L 20 KSIV	0310311	2 03/03/12	News 3 in Prime	IIIIe CIVI	7-Tupini	S	:30	ı	\$600.003	0.00 NM	1	\$600.00
NEWS												
	rt Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 09/0 E 21 KSNV		09/09/12	M-F Jeopardy	СМ	\$600.00 630-7pm	0.00 M	:30	1	\$375,003	0.00 NM	1	ቀ275 ሰሰ
LZI KOW	00/10/1	2 03/10/12	M-F Jeopardy	OW	000-7 pm	[#]——···——	.30	'	φ3/3,003	U.UU INIVI	'	\$375.00
JEOPAF												
<u>Star</u> //Week: 09	rt Date	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$375.00	Rating 0.00						
E 22 KSNV			M-F Wheel	СМ	7-730pm	M	:30	1	\$375,003	0.00 NM	1	\$375.00
			M-F Wheel of Fo		, , , , , , , , , , , , , , , , , , ,		.00	•	4010.000	0.00 14101	'	ψ07 0.00
WHEEL		E. J.D. 4.	187-11-1-		5 .							
Star Week: 09/	<u>rt Date</u> 10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
E 23 KSNV			Face to Face w/ F	RalstonCM	730-758pm	F	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
			Face to Face w/		- 1			•			•	Ţ.,000100
FACE T			Modelana	Cuelo IM I-	D-4-	Detina						
<u>Star</u> Week: 09/0	<u>rt Date</u> 03/12	End Date 09/09/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$1,000.00	<u>Rating</u> 0,00						
E 24 KSNV				СМ	730-758pm	M	;30	1	\$200.003	0.00 NM	1	\$200.00
					•							

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KSNV

Order / Rev:

106121

Advertiser:

Berkley, Shelley for Senate

Alt Order #:

06848655

Product Desc:

BERKLEY FOR SENATE

Flight Dates:

09/04/12 - 09/10/12

Estimate:

308

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Face to Face w/ Raistor Face to Face w/ J.Ralston FACE TO FACE Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/10/12 09/16/12 M-----\$200.00 0.00 E 25 KSNV 09/08/12 09/08/12 Weekend Jeopardy/WheGM 630-730pm ----5-:30 \$225.003 0.00 NM 2 \$450.00 WKND Jeop/Wheel JEOPARDY/WHEEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 -----5-\$225.00 0.00 E 26 KSNV 09/08/12 09/08/12 Vegas Inc. CM ----5-6:30-8pm :30 \$150.003 0.00 NM 1 \$150.00 Vegas Inc. **VEGAS INC** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$150.00 0.00 E 27 KSNV 09/04/12 09/07/12 M-F News 3 at Eleven 11pm-1135pm -TWTE--:30 4 \$1,100,001 0.00 NM \$4,400.00 M-F News 3 at Eleven **NEWS** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 09/03/12 09/09/12 -TWTF--4 \$1,100.00 0.00 E 28 KSNV 09/10/12 09/10/12 M-F News 3 at Eleven CM 11pm-1135pm M-----:30 \$400.003 0.00 NM \$400.00 M-F News 3 at Eleven **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/10/12 09/16/12 \$400.00 0.00 E 29 KSNV 09/10/12 09/10/12 The Tonight Show \$175.003 CM 1135p-1237a :30 0.00 NM 1 \$175.00 Tonight Show TONIGHT SHOW Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 M-----\$175.00 0.00 E 30 KSNV 09/08/12 09/09/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----SS :30 \$400.003 0.00 NM \$800.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date **Weekdays** Spots/Week Rate Rating ----SS 09/09/12 Week: 09/03/12 \$400.00 0.00 E 31 KSNV 09/08/12 09/08/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$150.003 0.00 NM 1 \$150.00 News 3 Sunrise SATURDAY **NEWS End Date** Weekdays Start Date Spots/Week Rate Rating 09/09/12 ----5-\$150.00 Week: 09/03/12 0.00 E 32 KSNV 09/08/12 09/08/12 Saturday Today CM 7a-9am :30 \$225,003 0.00 NM 2 \$450.00 Saturday Today SAT TODAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----S-\$225.00 0.00 E34 KSNV 09/08/12 09/08/12 Saturday Night Live CM 1130pm-1:02am ----5-.30 \$550.003 0.00 NM \$550.00 Saturday Night Live SNL **End Date** Weekdays Start Date Spots/Week Rate Rating Week: 09/03/12 09/09/12 ---S-0.00 \$550.00 E 35 KSNV 09/09/12 09/09/12 Sunday Today CM 7a-8am ----S :30 \$200.003 0.00 NM \$200.00 Sunday Today **SUN TODAY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/03/12 09/09/12 \$200.00 0.00 E 36 KSNV 09/09/12 09/09/12 News 3 Today Wknd CM 9a-930am ----S :30 \$175.003 0.00 NM \$175.00 News 3 Today **NEWS** Spots/Week Start Date End Date Weekdays <u>Rate</u> Rating 09/09/12 Week: 09/03/12 \$175.00 0.00 N37 KSNV 09/08/12 09/08/12 CM 5pm-630pm ----5-:30 \$225.003 0.00 NM \$225.00

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 Order / Rev:
 106121
 Advertiser:
 Berkley, Shelley for Senate

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 Product Desc:
 BERKLEY FOR SENATE
 KSNV

 Flight Dates:
 09/04/12 - 09/10/12
 Estimate:
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Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Sa-Su Early News Sa-Su Early News Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/03/12 09/09/12 ----S-\$225.00 0.00

Totals 70 \$35,900.00